

# NEWS RELEASE



**FORUM RESEARCH INC.**

## **MEDIA INQUIRIES:**

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## **FOR IMMEDIATE RELEASE**

### **More Than A Quarter Have Used Uber In Mississauga**

#### **One half disapprove of council's order to stop doing business**

MISSISSAUGA, May, 24<sup>th</sup>, 2016 – In a random sampling of public opinion taken by the Forum Poll™ among 722 Mississauga voters, more than a quarter have used the Uber ride-sharing mobile app in the past (28%) and this is characteristic of the youngest (40%) and the wealthy (\$80K to \$100K - 34%). In comparison, closer to one third have used Uber in Toronto (May 17 - 32%) and in Ottawa (May 19 - 31%).

#### **Satisfaction with Uber twice as high as satisfaction with taxis**

Satisfaction with Uber among those who have used it is almost universal (95%), and almost all say they are “very satisfied” (98%). In contrast, just one half of Mississaugans are satisfied with their taxi service (49%), and as few as one fifth are “very satisfied” (17%). In Toronto, the difference is less wide (Uber, overall satisfaction - 85%, “very satisfied” - 68%, taxis, overall satisfaction - 49%, “very satisfied” - 18%). In Ottawa, on the other hand, the difference between Uber and taxis is as stark as it is in Mississauga (Ottawa, Uber, overall satisfaction - 93%, “very satisfied” - 82%, taxis, overall satisfaction - 48%, “very satisfied” - 17%).

#### **One half disapprove of council order to Uber**

One half of Mississauga voters disapprove of council's order to Uber to stop doing business in the city (49%), while just fewer approve (42%). One tenth don't have an opinion (10%). Approval of council's motion is common to the youngest (49%) and the oldest (53%), the less wealthy (\$20K to \$40K - 53%), in the northeast (caution: small base size), among renters (49%) rather than homeowners (39%), and among those who have not used Uber (50%) but not among those who have (19%).

“While disapproval of council's motion to Uber to cease and desist is not that much greater than approval among voters, it is clear that those who use Uber see it as vastly superior to the city's taxis” said Forum Research President, Dr. Lorne Bozinoff.

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at [lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com) or at (416) 960-9603.

## **TORONTO**

**May 24<sup>th</sup>, 2016**

### **HIGHLIGHTS:**

- In a random sampling of public opinion taken by the Forum Poll™ among 722 Mississauga voters, more than a quarter have used the Uber ride-sharing mobile app in the past (28%)
- Satisfaction with Uber among those who have used it is almost universal (95%)
- One half of Mississauga voters disapprove of council's order to Uber to stop doing business in the city (49%)
- “While disapproval of council's motion to Uber to cease and desist is not that much greater than approval among voters, it is clear that those who use Uber see it as vastly superior to the city's taxis” said Forum Research President, Dr. Lorne Bozinoff.

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## **Methodology**

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 722 randomly selected voters in Ottawa, Ontario. The poll was conducted on May 19<sup>th</sup>, 2016.

Results based on the total sample are considered accurate +/- 4%, 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at [www.forumresearch.com/samplestim.asp](http://www.forumresearch.com/samplestim.asp)

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at [www.forumresearch.com/polls.asp](http://www.forumresearch.com/polls.asp)

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## **Comparison Chart – Mississauga, Ottawa, & Toronto**

### **Toronto vs. Ottawa Uber Satisfaction Rating (% Approval)**

<b>%</b>	<b>Mississauga (May 19<sup>th</sup>, 2016)</b>	<b>Toronto (April 13<sup>th</sup>, 2016)</b>	<b>Ottawa (May 19<sup>th</sup>, 2016)</b>
<b>Sample</b>	<b>722</b>	<b>858</b>	<b>890</b>
<b>Overall Approval</b>	95	85	93
<b>Very Satisfied</b>	86	68	82
<b>Satisfied</b>	9	17	11

**TORONTO**  
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### **Toronto vs. Ottawa Uber Taxi Satisfaction Rating (% Approval)**

<b>%</b>	<b>Mississauga (May 19<sup>th</sup>, 2016)</b>	<b>Toronto</b>	<b>Ottawa (May 19<sup>th</sup>, 2016)</b>
<b>Sample</b>	<b>722</b>	<b>858</b>	<b>890</b>
<b>Overall Approval</b>	49	49	48
<b>Very Satisfied</b>	17	18	17
<b>Satisfied</b>	33	31	31

### **Toronto vs. Ottawa Incidence of Use (% Use)**

<b>%</b>	<b>Mississauga May 19<sup>th</sup>, 2016)</b>	<b>Toronto</b>	<b>Ottawa (May 19<sup>th</sup>, 2016)</b>
<b>Sample</b>	<b>722</b>	<b>858</b>	<b>890</b>
<b>Yes</b>	28	32	31

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**TORONTO**

**May 24<sup>th</sup>, 2016**

## Uber Usage

*'Have you used the Uber ride - sharing mobile app in Mississauga?'*

[All Respondents]

## Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	722	52	70	173	219	208	323	389
Yes	28	40	32	28	14	13	30	25
No	72	60	68	72	86	87	70	75

## Region

%	Total	North	South	East	West	NE	NW	SE	SW
Sample	722	180	503	269	418	39	139	223	265
Yes	28	29	28	31	26	32	26	30	25
No	72	71	72	69	74	68	74	70	75

## Past Mayoral Vote

%	Total	Bonnie Crombie	Steve Mahoney	Stephen King	Someone else
Sample	722	422	107	21	97
Yes	28	29	22	49	17
No	72	71	78	51	83

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**Uber Satisfaction**

*'How satisfied are you with the service you receive from Uber?'*

*[Have Used Uber]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	147	20	23	48	30	26	73	70
NET: TOP2	95	100	95	94	82	85	95	95
NET: BTM2	1	0	0	2	3	7	1	1
Very satisfied	86	96	86	83	62	59	89	82
Somewhat satisfied	9	4	9	11	19	26	6	13
Not very satisfied	1	0	0	2	3	4	0	1
Not at all satisfied	0	0	0	0	0	4	0	0
Don't know	4	0	5	4	15	7	4	3

**Region**

%	Total	North	South	East	West	NE	NW	SE	SW
Sample	147	35	104	61	79	9	25	51	50
NET: TOP2	95	98	94	93	96	96	99	92	95
NET: BTM2	1	1	1	2	1	4	0	1	1
Very satisfied	86	87	88	83	89	96	88	85	90
Somewhat satisfied	9	11	6	10	8	0	11	7	5
Not very satisfied	1	0	1	1	1	0	0	1	1
Not at all satisfied	0	1	0	1	0	4	0	0	0
Don't know	4	1	5	5	3	0	1	6	3

**Past Mayoral Vote**

%	Total	Bonnie Crombie	Steve Mahoney	Stephen King	Someone else
Sample	147	92	17	4	15
NET: TOP2	95	96	95	100	97
NET: BTM2	1	1	0	0	0
Very satisfied	86	88	93	87	80
Somewhat satisfied	9	9	2	13	18
Not very satisfied	1	0	0	0	0
Not at all satisfied	0	0	0	0	0
Don't know	4	3	5	0	3

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**Taxi Satisfaction**

*'How satisfied are you with the service you receive from taxis?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	722	52	70	173	219	208	323	389
NET: TOP2	49	44	52	47	58	51	52	47
NET: BTM2	29	41	32	29	19	12	33	24
Very satisfied	17	18	11	17	20	16	20	14
Somewhat satisfied	33	26	42	30	37	35	32	33
Not very satisfied	22	31	26	22	14	10	26	19
Not at all satisfied	7	10	6	7	4	2	7	6
Don't know	22	15	16	24	24	36	15	29

**Region**

%	Total	North	South	East	West	NE	NW	SE	SW
Sample	722	180	503	269	418	39	139	223	265
NET: TOP2	49	56	45	53	45	70	52	49	41
NET: BTM2	29	28	30	28	31	18	32	30	30
Very satisfied	17	23	13	22	14	45	16	15	11
Somewhat satisfied	33	33	31	31	32	25	36	33	30
Not very satisfied	22	23	23	18	25	14	27	19	24
Not at all satisfied	7	5	8	9	6	3	5	11	6
Don't know	22	16	25	19	24	12	16	21	28

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### ***Past Mayoral Vote***

<b>%</b>	<b>Total</b>	<b>Bonnie Crombie</b>	<b>Steve Mahoney</b>	<b>Stephen King</b>	<b>Someone else</b>
<b>Sample</b>	<b>722</b>	<b>422</b>	<b>107</b>	<b>21</b>	<b>97</b>
<b>NET: TOP2</b>	49	50	54	69	44
<b>NET: BTM2</b>	29	29	32	25	24
<b>Very satisfied</b>	17	17	11	54	15
<b>Somewhat satisfied</b>	33	33	42	15	29
<b>Not very satisfied</b>	22	22	21	25	20
<b>Not at all satisfied</b>	7	7	11	0	4
<b>Don't know</b>	22	21	15	6	32

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### ***Suspending Uber Operations***

*'City council has asked Uber to suspend operations in Mississauga until a regulated pilot project can be put in place. Do you approve or disapprove of asking Uber to suspend operations in Mississauga?'*

[All Respondents]

### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	722	52	70	173	219	208	323	389
Approve	42	49	29	33	44	53	47	37
Disapprove	49	48	60	54	43	33	49	48
Don't know	10	3	11	12	13	13	4	14

### **Region**

%	Total	North	South	East	West	NE	NW	SE	SW
Sample	722	180	503	269	418	39	139	223	265
Approve	42	42	41	48	36	78	31	42	38
Disapprove	49	49	49	45	54	17	60	50	51
Don't know	10	9	10	8	11	5	9	8	11

### **Past Mayoral Vote**

%	Total	Bonnie Crombie	Steve Mahoney	Stephen King	Someone else
Sample	722	422	107	21	97
Approve	42	40	35	60	51
Disapprove	49	50	61	30	36
Don't know	10	10	4	10	13

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